



## 2011 SHOP WITH A COP MEDIA ADVISORY

### **FOR IMMEDIATE RELEASE**

#### **CONTACTS:**

##### **Natalie Bradley, STAR/PAL**

(619) 531-2559 office, (619) 851-9391 cell

##### **Officer Jen Hart, SDSU Police Department**

(619) 594-1991 office, (760) 271-4860 cell

##### **Corporal Patty Lea'e, UCSD Police Department**

(858) 822-0245, (619) 846-3233 cell

##### **Kelly Terry, SeaWorld**

(619) 225-3241 office, (619) 666-8048 cell

##### **Debra Hills, Target**

(619) 223-2491, (269) 757-1700 cell

#### **WHAT:**

**18th ANNUAL SHOP WITH A COP:** More than 300 less fortunate children will enjoy breakfast and a private animal show at SeaWorld before embarking on a \$100 holiday shopping spree at Target. It's all part of Shop With A Cop, an annual event sponsored by local law enforcement agencies, SeaWorld, STAR/PAL, San Diego Crime Commission, and Target. More than 300 law enforcement officers will participate in the December 3<sup>rd</sup> event, which will be co-hosted by the San Diego State University and University of California San Diego Police Departments.

#### **WHEN:**

**Saturday, December 3, 2011 from 7:00 a.m. to 11:45 a.m.**

7:00 a.m. – Children arrive at SeaWorld

7:30 a.m. – SeaWorld Breakfast with Chiefs from participating agencies

8:00 a.m. – Opening Ceremonies and presentations

*Masters of Ceremony: Kimberly Hunt & Billy Ray Smith*

8:45 a.m. – Christmas Tails, a holiday-themed show featuring shelter-adopted animals from SeaWorld's "Pets Rule!"

9:30 a.m. – Officers escort children to Sports Arena Target

10:00 a.m. – Santa arrives at Target

10:15-11:15 a.m. – Shopping at Target

#### **WHERE:**

**SeaWorld** (500 Sea World Drive) & **Target** (3245 Sports Arena Blvd.)

#### **BACKGROUND:**

In its 18th year, Shop With A Cop provides not only holiday gifts for less fortunate families, but also positive interaction with local law enforcement officers. For more information, please visit: [www.shopwithacopsandiego.com](http://www.shopwithacopsandiego.com).

Each year, 300 less fortunate youth from San Diego County are selected by STAR/PAL. STAR/PAL (Sports Training, Academics, Recreation/Police Athletic League) is a nonprofit organization that provides more than 10,000 youth services annually in inner-city neighborhoods throughout the city and county of San Diego. STAR/PAL offers free educational, athletic, and recreational programs which focus on promoting youth safety, positive life choices, and academic success. All STAR/PAL program directors are full-time law enforcement officers. By bringing youth & law enforcement officers together in this manner, STAR/PAL helps build safer communities in the long run. [www.starpal.org](http://www.starpal.org)

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